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EU says veggie burgers can be called burgers – 3rd November, 2020

Level 4

The European Union said companies can give meat-like names to vegetarian products even if they have no meat. The EU debated whether or not a veggie burger is a burger. Europe's largest farming group wanted to ban names like burger, sausage and steak in vegetarian food. It said this was "misleading and unfair marketing" that damaged farmers and meat companies. It called for the millions of farmers and livestock sector workers to be respected.

A consumer group called the decision "common sense". It said consumers are not confused by soy steaks or chick pea-based sausages because they are labelled as vegetarian. It said terms like "burger" and "steak" help consumers understand how to plan their meals. Greenpeace wondered why livestock farmers were confused by the name veggie burger. It tweeted: "If they're confused by the word 'veggie burger,' what do they think a 'hot dog' is?"

Level 5

The European Union has stated that companies can give meat-like names to their vegetarian products even though they contain no meat. The EU debated whether or not a veggie burger is a burger. Europe's largest farming association wanted to ban the use of names like burger, sausage and steak in vegetable-based food. It said this naming was "misleading and unfair marketing" that damaged farmers and meat companies. A spokesperson said: "We simply call for the work of millions of European farmers and livestock sector workers to be acknowledged and respected."

The European Consumer Organization hailed the "common sense" behind the veggie burgers decision. It said: "Consumers are in no way confused by a soy steak or chick pea-based sausage, so long as it is clearly labelled as vegetarian or vegan. Terms like "burger" and "steak" for plant-based foods help consumers understand how to integrate them into their meals." Greenpeace said it wondered why livestock farmers were confused by the name veggie burger. It tweeted: "If they're confused by the word 'veggie burger,' what do they think a 'hot dog' is?"

Level 6

The European Union has declared that companies and eateries can retain meat-like names for their vegetarian products even though those products contain no meat. The EU debated whether or not a veggie burger is a burger. There was a motion to ban the use of names like burger, sausage and steak in entirely vegetable-based food. Europe's largest farming association argued that these types of names were unfair and damaged farmers and companies that produced and made meat products. It said the names promoted "misleading and unfair marketing." A spokesperson said: "We simply call for the work of millions of European farmers and livestock sector workers to be acknowledged and respected."

A member of the European Consumer Organization hailed the decision over the naming of veggie burgers. Senior food policy officer Camille Perrin called the decision "common sense". She said: "Consumers are in no way confused by a soy steak or chick pea-based sausage, so long as it is clearly labelled as vegetarian or vegan. Terms like "burger" and "steak" for plant-based foods help consumers understand how to integrate them into their meals." The environmental campaign group Greenpeace said it wondered what livestock farmers found confusing about the use of the name veggie burger. It tweeted: "If they're confused by the word 'veggie burger,' what do they think a 'hot dog' is?"